

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1 1. (Currently amended) A method implemented by one or more
2 computers of compensating a consumer for providing information to a first
3 company, the method comprising:
 - 4 receiving a request to create a license, the license granting the first
5 company the right to sublicense the information, the license obligating the first
6 company to provide the consumer with a percentage of the monies that the first
7 company receives for sublicensing the information;
 - 8 requesting information from the consumer, wherein the information
9 includes areas of interest for the consumer;
 - 10 receiving the areas of interest from the consumer;
 - 11 requesting detailed information about the consumer;
 - 12 receiving the information, wherein the information includes the detailed
13 information related to the areas of interest for the consumer;
 - 14 sublicensing the information to a second company,wherein the
15 information is sublicensed to the second company without obtaining the
16 consumer's consent; and
 - 17 providing the consumer with the percentage of the monies received for
18 sublicensing the information to the second company.

1 2. (Original) The method of claim 1, wherein receiving the request to
2 create a license includes receiving a request to create a license that obligates the
3 first company to provide the consumer with 40% of the monies that the first
4 company receives for sublicensing the information.

1 3. (Original) The method of claim 1, wherein receiving the request to
2 create a license includes receiving a request to create a license that obligates the
3 first company to provide the consumer with a first percentage of the monies that
4 the first company receives for sublicensing the information if the consumer
5 updates the information and a second percentage of the monies that the first
6 company receives for sublicensing the information if the consumer does not
7 update the information.

1 4. (Original) The method of claim 1, wherein receiving the request to
2 create a license includes receiving a request to create a license that obligates the
3 first company to provide the consumer with a first percentage of the monies that
4 the first company receives for sublicensing the information if the consumer
5 updates the information within a first period of time, and a second percentage of
6 the monies that the first company receives for sublicensing the information if the
7 consumer updates the information within a second period of time, which is greater
8 than the first period of time.

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1 5. (Canceled).

1 6. (Original) The method of claim 1, wherein receiving the request to
2 create a license includes receiving a request to create a license that obligates the
3 first company to obtain the consent of the consumer to sublicense the information

- 4 to a second company if the second company is in a first industry sector but not if
5 the second company is in a second industry sector.

1 7. (Original) The method of claim 1, wherein receiving the
2 information includes receiving one or more of the following: marital status;
3 spouse's name; home address; home phone number; business address; business
4 phone number; email address; number of children; income level; employer name;
5 and employment industry sector.

1 8. (Original) The method of claim 1, wherein receiving the
2 information includes receiving the information from a consumer computer via the
3 Internet.

1 9. (Original) The method of claim 1, wherein receiving the
2 information includes receiving the information from a telephone.

1 10. (Original) The method of claim 1, wherein receiving the
2 information includes receiving the information from a handheld computer.

1 11. (Original) The method of claim 1, wherein receiving the
2 information includes receiving an area of interest provided by the consumer and
3 then receiving information that is based upon the area of interest provided by the
4 consumer.

1 12. (Original) The method of claim 1, wherein receiving the
2 information includes sending an email to a computer that includes a hyperlink.

1 13. (Original) The method of claim 1, wherein the request to create a
2 license is received before the information is received.

1 14. (Original) The method of claim 1, wherein at least one term in the
2 license is based upon the information.

1 15. (Original) The method of claim 1, wherein at least one term in the
2 license is based upon the information and wherein the request to create a license is
3 received after the information is received.

1 16. (Original) The method of claim 1, wherein the request to create a
2 license is received after the information is received.

1 17. (Currently amended) A method implemented by one or more
2 computers of compensating a consumer for providing information to a first
3 company, the method comprising:

4 receiving a request to create a license, the license granting the first
5 company the right to sublicense the information, the license obligating the first
6 company to provide the consumer with a first percentage of the monies that the
7 first company receives for sublicensing the information if the consumer updates
8 the information within a certain time period and a second percentage of the
9 monies that the first company receives for sublicensing the information if the
10 consumer does not update the information within the certain time period;

11 requesting information from the consumer, wherein the information
12 includes areas of interest for the consumer;

13 receiving the areas of interest from the consumer;
14 requesting detailed information about the consumer;

15 receiving the information, wherein the information includes the detailed
16 information related to the areas of interest for the consumer;
17 sublicensing the information to a second company,wherein the
18 information is sublicensed to the second company without obtaining the
19 consumer's consent; and
20 providing the consumer with either the first percentage or the second
21 percentage of the monies received for sublicensing the information to the second
22 company.

1 18. (Canceled).

1 19. (Original) The method of claim 17, wherein receiving the request
2 to create a license includes receiving a request to create a license that obligates the
3 first company to obtain the consent of the consumer to sublicense the information
4 to a second company if the second company is in a first industry sector but not if
5 the second company is in a second industry sector.

1 20. (Currently amended) A method implemented by one or more
2 computers of compensating a consumer for providing information to a first
3 company, the method comprising:

4 receiving a request to create a license, the license granting the first
5 company the right to sublicense the information, the license obligating the first
6 company to provide the consumer with a first amount if the consumer updates the
7 information within a certain time period and a second amount if the consumer
8 does not update the information within the certain time period;

9 requesting information from the consumer, wherein the information
10 includes areas of interest for the consumer;

11 receiving the areas of interest from the consumer;
12 requesting detailed information about the consumer;
13 receiving the information, wherein the information includes the detailed
14 information related to the areas of interest for the consumer;
15 sublicensing the information to a second company, wherein the
16 information is sublicensed to the second company without obtaining the
17 consumer's consent; and
18 providing the consumer with either the first amount or the second amount.

1 21. (Canceled).

1 22. (Original) The method of claim 20, wherein receiving the request
2 to create a license includes receiving a request to create a license that obligates the
3 first company to obtain the consent of the consumer to sublicense the information
4 to a second company if the second company is in a first industry sector but not if
5 the second company is in a second industry sector.